FSC-58-A	3/19/97
SUBJECT: DORAL May POS Changeover	

DISTRIBUTION:

X AVP	X KAM	___ DM
X RSM	X AM	___ RM
X RBM	X AE	___ SALES REP
X ROM		___ RETAIL REP

A full workplan POS changeover for DORAL is scheduled for completion during May 1997 normal coverage (moved from April to May). Crisp execution of this changeover is essential to continue building a "Big Brand" presence at retail and to cement DORAL's position as the quality leader of the savings segment.

Below are the retail presence objectives for the May DORAL changeover:

1. Replace all existing DORAL workplan POS with new DORAL workplan POS in pack and carton outlets.

2. Create dominant "Big Brand" image by maximizing placement of DORAL POS in prominent and unobstructed positions at retail. (Do not obstruct header cards/transparencies with starburst, wobblers, etc. See Attachment A for example of 9-tray display.)

3. Effectively deliver DORAL's positioning at retail, via printing three different brand messages on channel strips, extended channel strips, and pricing pasters:

   "Now in Box"
   "America's Best Selling Value Brand"
   "Premium Taste, or Your Money Back"

   - Each 6-tray, 9-tray, or System III display should feature three different benefit messages.

   - Pasters will be printed randomly rotating each of the three messages. Place pasters as normal.

Additional Information Needed:

Please order roll dial pricer cards and 6 and 9-tray display side cards by April 14 so they can be changed during normal coverage in May. Roll dial pricer cards are to be placed under the plastic shield of the roll dial pricer. Side cards are to be placed on the outside of each tray on the 6 and 9-tray displays. Order one roll dial pricer card and six side cards per 6 or 9-tray display.

Description	Item #
Roll Dial Pricer Card	530141
6 and 9-Tray Display Side Card	530144

All DORAL POS kits for the May changeover are scheduled to be shipped to Retail Reps the week of 4/14/97. Quantities were based on the information you submitted to your ROU last November (see Attachment B for specific POS item number of individual pieces).

Program Contacts: Floyd Cook, extension #3466
Russell Reams, extension #0391

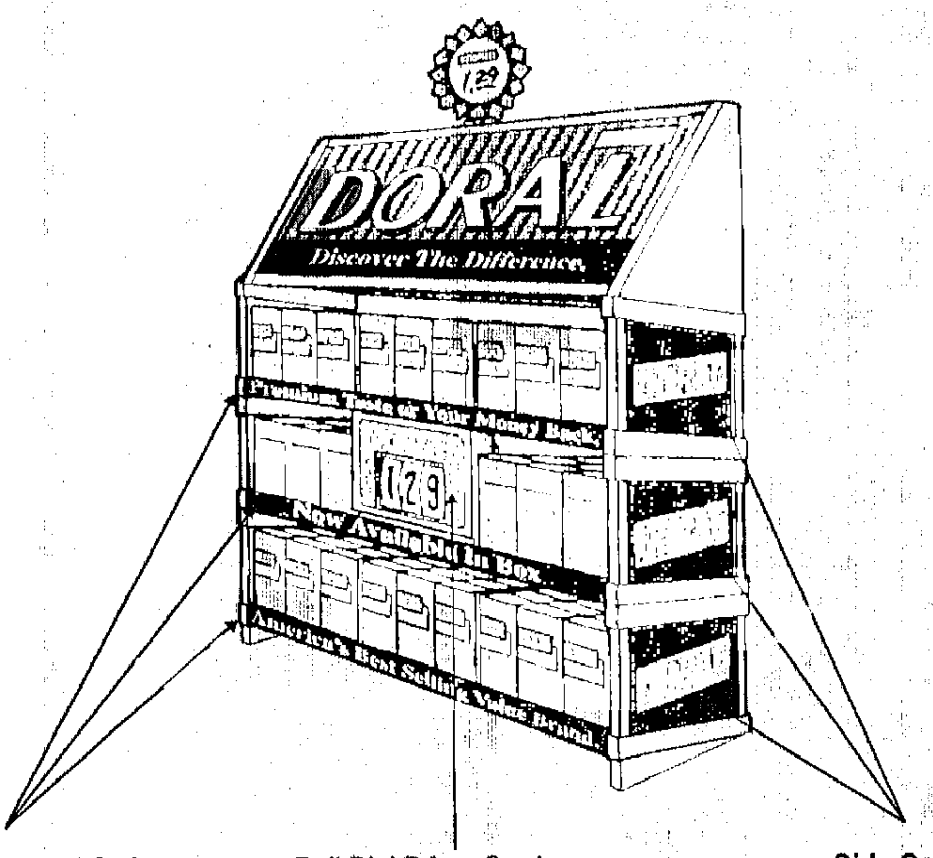
R. J. REYNOLDS TOBACCO COMPANY

51845 7404

Source: https://www.industrydocuments.ucsf.edu/docs/ptmy0000

Attachment A

DORAL 9-Tray Display



Extended Channel Strips

Roll Dial Pricer Card

Side Cards

51845 7405

Source: https://www.industrydocuments.ucsf.edu/docs/ptmy0000

Attachment B

DORAL Workplan POS Items

Item #	SKU Pack	Item Description
DORAL Transparencies		
523700	1	24" Enhanced Canopy Transparency
523703	1	Large Package Merchandiser Transparency
523712	1	28" Canopy Transparency
523715	1	36" Enhanced Canopy Transparency
523730	1	19" Canopy Transparency
523832	1	Large PPD Transparency
523823	1	20-Column Transparency
DORAL Paper Pieces		
523721	1	28" Canopy Card
523763	1	19" Canopy Card
523724	1	Large Package Merchandiser Card
523745	1	Small Package Merchandiser Card
523754	1	12" Header Card
523772	1	Small PPD Card
523760	1	Extended Channel Strip
523781	1	Folded Shelf Strip
523751	1	Channel Strip
523820	1	Large PPD Card
530141	1	Roll Dial Pricer Card
530144	1	6 & 9 Tray Side Card
523790	1	Small Vertical Paster
523793	1	Large Paster
523802	1	Extra Large Paster
528350	1	One Sheet Paster w/o Area For Pricing Mechanism
528662	1	One Sheet Paster with Area For Pricing Mechanism
523784	1	Pack Starburst
523775	1	Carton Starburst
523805	1	Special Offer Dump Bin Riser Card
523811	1	Special Offer Counter Riser Card
523814	1	Special Offer 24" Package Merchandiser Card

51845 7406

Source: https://www.industrydocuments.ucsf.edu/docs/ptmy0000

To: Noonan, R, Myers, Keith, Ridge, Robert, Burrows, Robert, Westenberger, R, Smith, Richard A., Jurgensen, Kurt T., Cote, Raymond A., Leonard, John M., Norris, Chuck H., Sheft, S N., Plourde, R N., Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Laboda, R P., Neaf, D M. Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Balmer, Robert W., Miller, D S., Whiting, James R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Martin, Holly G., Pianowski, Robert J., Wallon, Laura J.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 3/20/97 8:20
Opened: 3/20/97 18:23
Subject: FWRD: FSC-58-A DORAL May POS Changeover

forwarding the following - a copy will be sent to all RR's in this week's mailing.....

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: FSC-58-A DORAL May POS Changeover
Posted: 03/19/97 14:18
Priority: Normal

[[FSC58A.DOC : 2399 in FSC58A.DOC]]

CC: Macleod, Stephen, Derose, Darren

51845 7407

Source: https://www.industrydocuments.ucsf.edu/docs/ptmy0000